

<b>Bolt-on</b>	<b>No resource for plans</b>	<b>Confuses outputs with impact</b>	<b>CV</b>	<b>No link to research</b>
<b>Unrealistic budget</b>	<b>Confused audiences</b>	<b>Unrealistic timeline</b>	<b>Publishing papers</b>	<b>No evaluation plan</b>
<b>No impact defined</b>	<b>Unpurposeful</b>		<b>Inappropriate methods</b>	<b>No audience defined</b>
<b>What's the actual plan?</b>	<b>Too ambitious</b>	<b>Media, media, media</b>	<b>Content, no promotion plan</b>	<b>No sense of scale</b>
<b>Academic conferences</b>	<b>'The General Public'</b>	<b>Disproportionate</b>	<b>Doesn't ID obvious partners</b>	<b>Empty platitudes</b>

